

THE EL MONTE BILLION DOLLAR INVESTMENT INITIATIVE











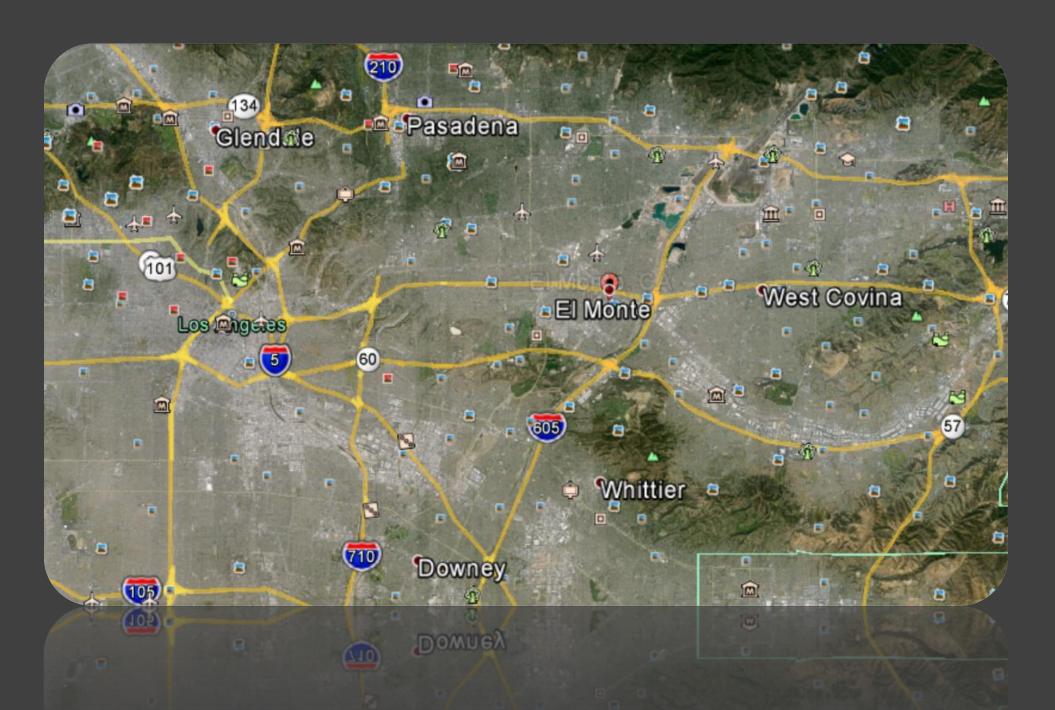






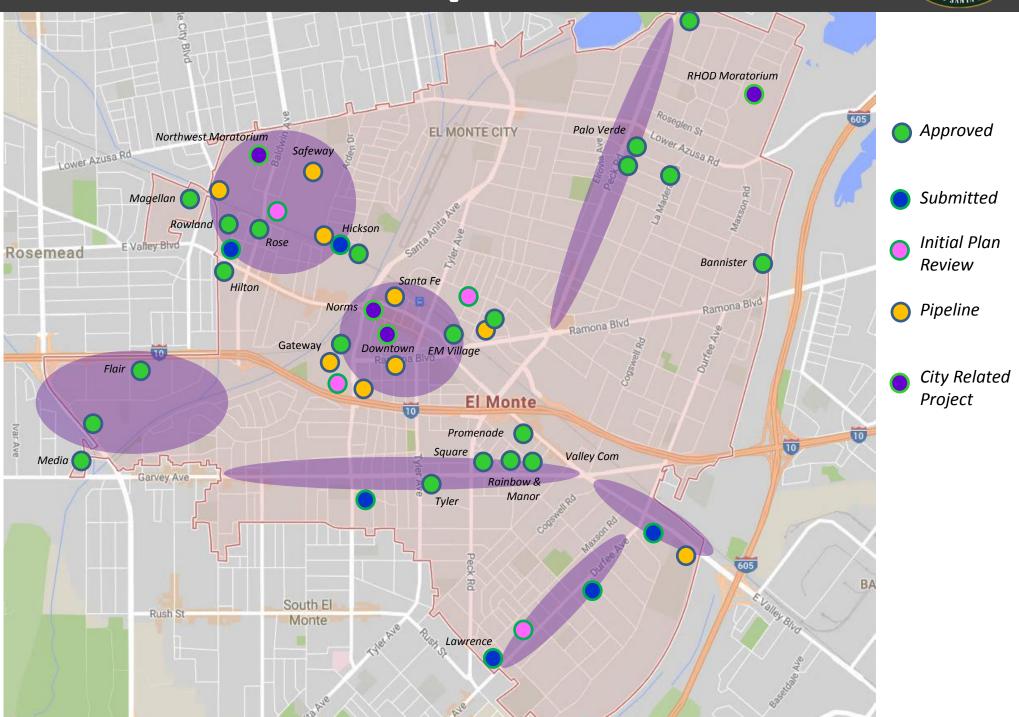


PRIME LOCATION



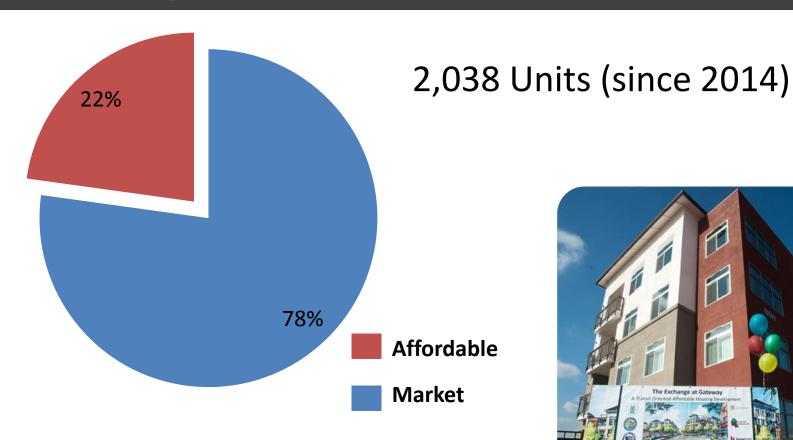
Investment Map





Housing Activity





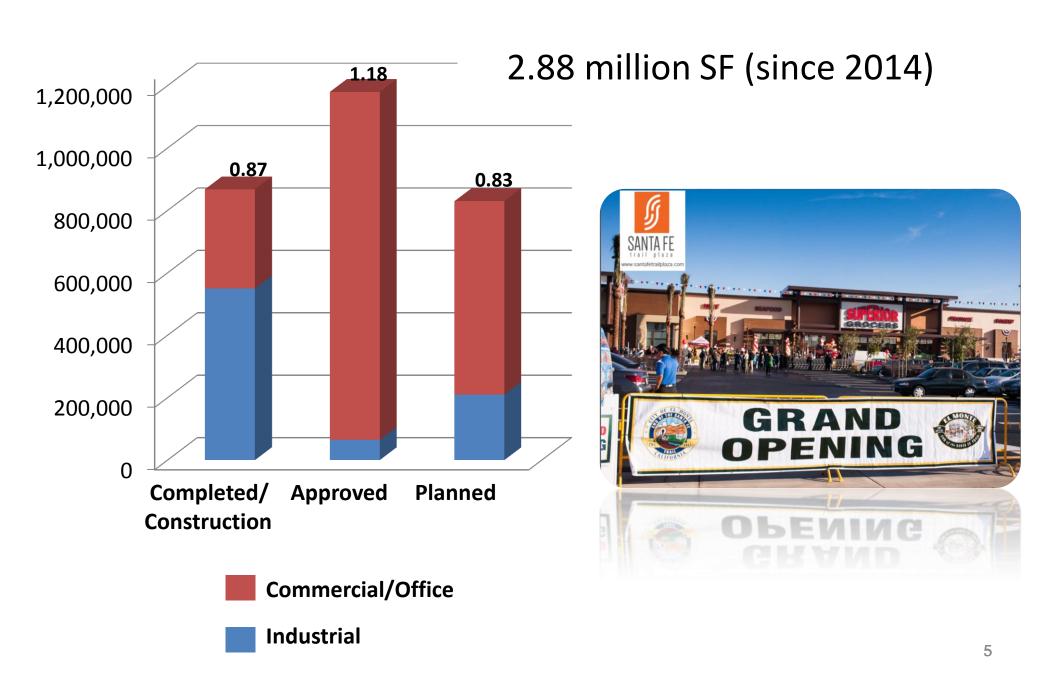
Completed/Under		
Construction	Approved	Planned
265	1420	353

Market Rate	Affordable
1594	444



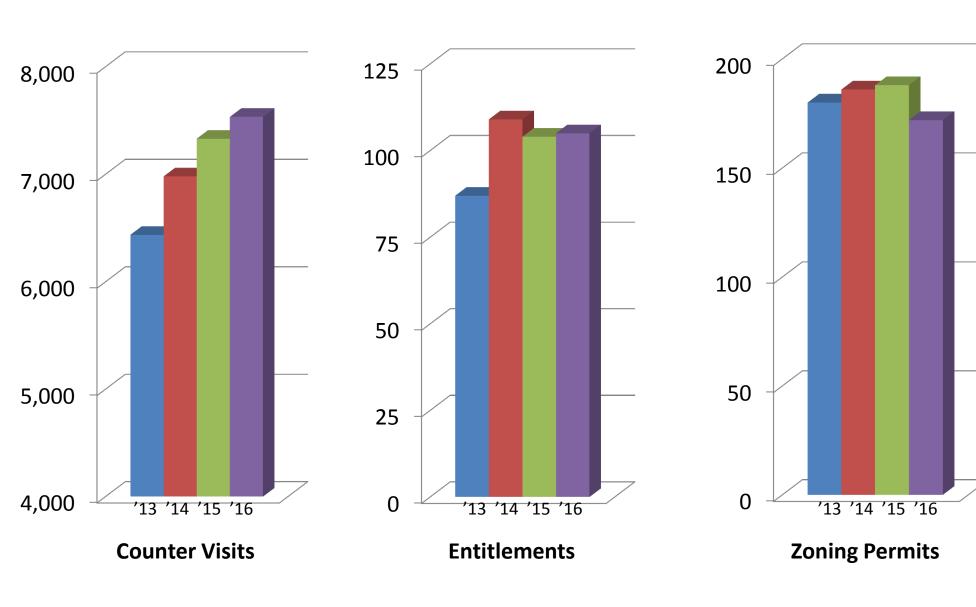
Commercial Activity





Planning Division Activity







GATEWAY SPECIFIC PLAN AREA

Size:

60 acres

Vision:

Envisioned as a Transit Oriented
Development containing mix of retail,
restaurants, offices, entertainment,
hotels, high-density residential, civic and
cultural uses

Zoning:

- El Monte Gateway Specific Plan Area SP-1
- SP-1 has been approved for development of up to 1,850 residential units within the Mixed-Use Sub District and approximately 1.3 million square feet of non-residential uses that include retail, office, entertainment, hotel, and other public and educational uses

Access:

- Significant transit hub with direct links to Downtown Los Angeles
- El Monte Bus Depot: 26,000+ daily riders
- Metrolink Rail Line: 12,000+ daily riders
- 10 Freeway: used by 205,000 vehicles daily

Projects Completed/ Underway 1) Gateway Area – urban village with 485 high density residential units and 25,000 square feet of retail

Opportunity Site:

- A) SWC Santa Anita and Brockway -
 - 3.5 acre site adjacent to the 10 freeway and Bus Depot



For Additional Information: El Monte City Hall West - Economic Development 11333 Valley Boulevard - El Monte, CA 91731-3293 Phone: (626) 258-8626 Fax: (626) 580-2293

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EL MONTE GATEWAY









- 14.3 acre site adjacent to the El Monte Bus Station
- 25,000 sf of retail

- 420 market rate units
- 132 affordable units
- Phase 1 complete & Phase 2 in review



DOWNTOWN EL MONTE SPECIFIC PLAN AREA

Size:

· 115 acres within the Main Street Area

Vision:

 Establish Main Street Area as the City's historic heart

 Promote a mix of retail, restaurants, offices, entertainment, hotels, highdensity residential, civic and cultural uses

Zoning:

Specific Plan underway to promote higher densities near transit centers

Access:

- Significant transit hub with direct links to Downtown Los Angeles
- El Monte Bus Depot: 26,000+ daily riders
- Metrolink Rail Line: 12,000+ daily riders
- 10 Freeway: used by 205,000 vehicles daily

Projects
Completed/
Underway:

- 1) Santa Fe Trails 115,000 square foot retail shopping center
- 2) Ramona Housing 62 residential units including 4 work-live units

Opportunity Sites:

A & B) Santa Anita Landing area -

- 4 acre and 1.9 acre sites adjacent to the 10 freeway and Bus Depot
- C) 5 acre site of commercial land east of the Santa Fe Trail Shopping Center
- D) 30,000 square foot site ideal for high density urban mixed-use
- E) 1 acre site ideal for mixed-use



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SANTA FE TRAIL PLAZA









- New 115,000 sf retail center on a 9+ acre site
- Northeast corner of Santa Anita & Valley



VALLEY WALK







- 62 townhouse units, including 4 live-work units on a vacant 3+ acre site
- Northwest of Valley & Ramona
- Under construction



NORMS





- 6,800 sf Norms Restaurant
- Southeast corner of Valley & Santa Anita
- To begin construction



Vision:

FLAIR BUSINESS PARK

Size: • 180 acres directly adjacent to the 10 freeway

Standa

Attract national or regional offices, financial institutions,
 Fortune 500 companies and medical offices

• Supporting retail, service and hospitality uses

Promote modern architecture to create an iconic skyline

Zoning: • OP (Office Professional)

Access:

• Directly adjacent to the 10 freeway and 1½ miles north of the 60 freeway

Development Standards:

• Intended for mid-rise office buildings with a floor area ratio (FAR) of 1.5 north of Telstar and 0.75 south of Telstar

Major Projects Underway:

1) Flair Spectrum – 250-room hotel, 690,000 square foot retail center and 600 housing units on a 14.6 acre site

2) Media Center – 100,000 square foot office campus on a 5 acre site

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CHINA PRESS MEDIA CENTER



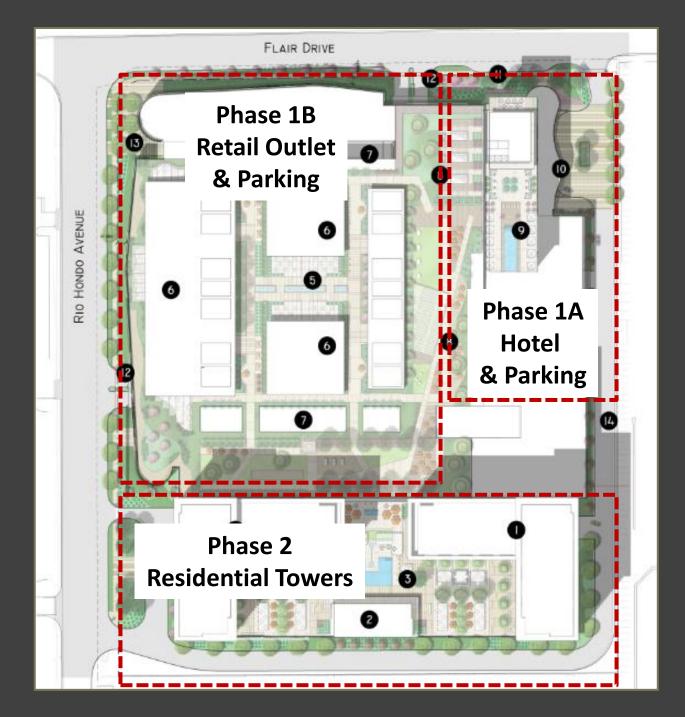




- New 5-story 60,000 sf office building
- Remodel existing 9,600 sf and 26,700 sf buildings
- Garvey west of Rosemead
- Under construction



FLAIR SPECTRUM



- 14.7 acre site in Flair
 Park Area adjacent to
 10-Freeway
- 250 room, 13-story hotel
- 3-story outlet center
- 640,000 sf of retail
- 50,000 sf of restaurant
- 600 residential units in two 18-story towers
- Approved by City Council in January 2015



Vision:

GARVEY MIXED-USE CORRIDOR

Size: • Over 140 acres of land along a 2 mile long corridor

Stand

 Develop walkable mixed-use developments with retail uses on the ground floor and higher density housing on

the upper floors

 Create activity nodes where Garvey Avenue intersects with Santa Anita Avenue, Tyler Avenue and Peck Road

• Benefit from adjacent neighborhoods, which are well

established and walkable

Zoning: • MMU (Mixed/Multi-Use)

Access: • Just south of the 10 freeway

Major transit corridor with direct links to Downtown

Los Angeles

Development Standards:

· Residential density of up to 35 units/acre

• Commercial floor-area ratio (FAR) of up to 1.0

Height of 4-stories/50 feet

Reduced parking standards

Major Projects Underway:

1) 3,000 sf of retail, 3 work-live units & 67 housing units

2) 5,000 sf of retail & 114 housing units

3) 25,000 sf of retail & 30 housing units

4) 20,000 sf of retail & 116 senior and assisted living units

5) 38 Housing Units

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GARVEY SQUARE



- 1-4 story mixed-use project
- Northeast corner of Garvey & Peck
- 114 residential units

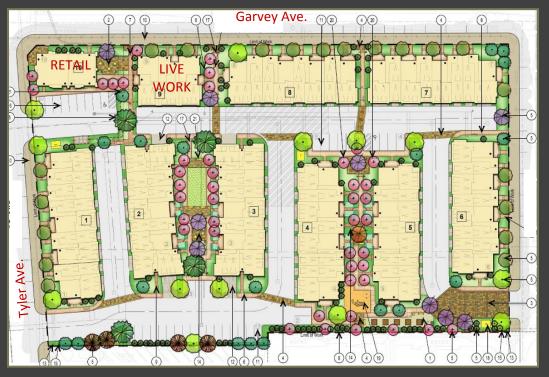
- 2,800 sf of retail
- Under construction



GARVEY WALK







- 1-3 story mixed use project
- Southeast corner of Garvey& Tyler
- 67 residential units
- 3 live-work units
- 2,100 sf of retail
- Under construction



GARVEY SENIOR HOMES





- 2-4 story mixed-use project
- Northeast corner of Garvey
 & La Madera
- 19,500 sf of ground level commercial
- 20 senior, 78 assisted living &20 memory care units
- Approved October 2016



LA MADERA SENIOR HOMES





- 3-story mixed use project
- Northwest corner of Garvey& La Madera
- 30 senior housing units
- 6,100 sf of ground floor retail
- Completing Environmental Review

Santa Anita & Owens Project











- 38-unit townhouse and single-family project
- Just south of the Garvey Mixed-Use Corridor
- Recently submitted



NORTHWEST INDUSTRIAL DISTRICT

Size:

Over 250 acres of prime industrial land

Vision:

- Serve as the employment engine of the City and create well-paid jobs
- Attract a balance of sustainable light manufacturing, technology-oriented and office businesses
- Accommodate supporting retail uses
- Provide opportunities for investment and entrepreneurship
- Convey image of a modern industrial park with building designs that balance functionality, form, aesthetics and sustainability

Zoning:

Mostly M (Light and General Manufacturing)

Access:

 Conveniently located near the 10 and 605 freeways

Standards:

 Suited for a Specific Plan to tailor standards for future development

Opportunity Sites:

- A) Former Safeway Distribution Center
 - 100 acres of prime land being marketed for sale
 - Considered one of the largest industrial redevelopment opportunity sites in Southern California
- B) 4.2 acre site zoned for high density residential (up to 25 units/acre)



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HILTON GARDEN INN

- New 4-story, 133 room hotel
- Valley at western entrance of City
- Includes restaurant and banquet facilities





MAGELLAN GATEWAY



• 5 new buildings

- 520,000 sf of industrial space
- Temple City Blvd. south of railroad
- Grand Opening 10/26/16



Temple City Blvd.



BALDWIN ROSE VETERANS VILLAGE





- 54 affordable units & 1 manager unit
- Baldwin between Rose and railroad
- Craftsman, traditional architecture
- Mix of flats and townhouses
- Approved by Planning Commission

Hickson Campus







- Two new industrial buildings at midblock totaling 100,000 sf
- Completing environmental
- One new 65,000 sf industrial building at corner
- Initial Plan Review Phase





EL MONTE CENTER & AUTO ROW

Size:

 30 acre El Monte Center and surrounding Auto Row area

Vision:

- Capitalize on being anchored by Longo Toyota, the nation's largest automobile dealership
- Function as the San Gabriel Valley's primary automobile sales and service destination
- Provide entertainment, dining and retail opportunities and uses that enhance the customer experience

Zoning:

• C-3 (General Commercial)

Access:

 Directly adjacent to the 10 freeway and a mile west of the 605 freeway

Standards:

- Floor area ratio (FAR) of up to 1.0
- Flexible development standards related to height, setbacks and parking

Opportunity Site:

- A) El Monte Shopping Center
 - 30 acre regional shopping center with retail, restaurant and automobile sales
 - Anchor tenants and freestanding spaces available for lease



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VALLEY MIXED USE



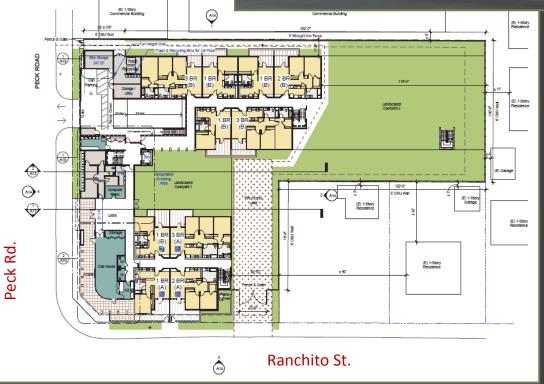


- 4-story mixed-use project
- Valley east of I-10
 Freeway
- 30,000 sf of commercial
- 78 residential units
- Approved by City Council

Palo Verde Housing







- 4-story 49-unit affordable housing project on a 1-acre site
- Approved by PC, Winter '16
- Building Permits issued
- Construction soon



Vision:

Access:

DURFEE MIXED-USE CORRIDOR

Size: • Over 80 acres of land along a mile long corridor

 Develop walkable, mixed-use developments with retail uses on the ground floor and higher density housing on the upper floors

 Create activity nodes where Durfee Avenue intersects with Fineview, Klingerman and Elliot

Benefit from adjacent neighborhoods, which are well established and walkable

Zoning: • MMU (Mixed/Multi-Use)

Conveniently located between the 10 & 60 freeways

Transit corridor with convenient links to Los Angeles

Development Standards:

• Residential density of up to 35 units/acre

• Commercial floor-area ratio (FAR) of up to 1.0

• Height of 4-stories/50 feet

Reduced parking standards

Opportunity Sites:

A) Multiple properties at activity nodes

B) 1 acre development site

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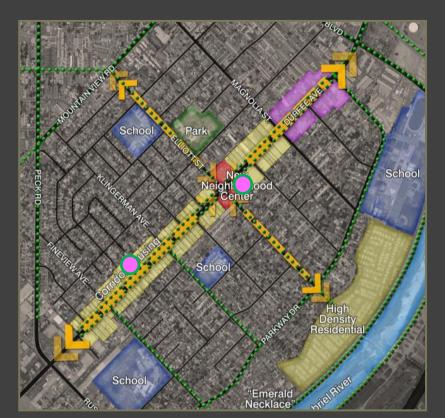
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Durfee Mixed-Use Projects









- First mixed-use projects proposed along Durfee Corridor
- 13 units with ground floor retail
- 36 units with ground floor retail
- Initial Plan Review Phase



Vision:

EAST VALLEY ENTRYWAY

Size: • ½ mile long corridor at the City's eastern entrance

 Allow a wide range of large scale commercial uses to serve the community and region

Specifically promote retail uses, food and beverage

establishments, hotels, automotive sales and

professional offices

Zoning: • Mostly C-3 (General Commercial) & C-4 (Heavy

Commercial)

Access: • Valley Boulevard, a major east-west corridor, used by

over 40,000 vehicles daily

• Conveniently located between the 10, 605 &

60 freeways

Development Standards:

• Commercial floor-area ratio (FAR) of up to 1.0

Opportunity Sites/Areas:

A) 3.8 acres of land with frontage along Valley Boulevard

and Garvey Avenue

B) 3.3 acres

C) 1 acre

D, E, F) 5.1 acres, 2.6 acres & 4.6 acres respectively:

12.3 acres total

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East Valley Hotel Projects







- Two hotel projects in East Valley Entryway Area
- 70 to 80 rooms each
- Initial Plan Review Phase



Valley Center









- Demolish 4 smaller buildings, construct 29,600 sf of new retail and remodel existing 61,000 sf market
- Just completed Initial Plan Review Phase

Rowland Gardens





- 3.1 acre vacant site
- 2-3 story multi-family development with 71 units and 2-levels of underground parking
- Approved by CC, January '16
- Reviewing construction plans
- Groundbreaking held in Sept. '16





ECONOMIC DEVELOPMENT ON THE MOVE









